

WEEKLY PERFORMANCE SUMMARY

WEEKLY INTEGRATED NIELSEN - W/E 5/21/94

ALL OUTLETS COMBINED:

- PM's share advanced +0.2 points versus week-ago to 46.7% (its highest level to date), as Marlboro was unchanged week-to-week while PM's Other Premium and Discount Brands were positive. The company's four week share was up +0.6 points versus the prior four week period, driven primarily by Marlboro's continued growth.
- Marlboro's share was stable week-to-week at 28.6% (matching total RJR's share) with declines in each of the carton trade classes (supermarkets, drug stores and mass merchandisers) offset by gains in c-stores. The MCS B4G1F promotion's share increased +0.4 points week-to-week to 0.8%. On a four week basis, the franchise gained +0.6 points versus four weeks-ago, with the B4G1F deal accounting for +0.3 points.
- PM's Other Premium Brands' share was up +0.2 points versus week-ago to 9.2%, while PM's Discount Brands' share increased +0.1 points, driven by Basic's gain (likely benefiting from a B2G1F FSI dropped nationally on 5/15).
- RJR experienced a modest decline, down -0.1 points week to week, as Winston gains (+0.2) were more than offset by Camel, Monarch and RJR's Private Label losses. The company's four week share was down -0.6 points versus four weeks-ago, with Doral and RJR's Private Label franchises (-0.2 points each) accounting for the majority of the loss.
- The Discount Category's weekly share declined -0.4 points versus week-ago and -0.9 points over the latest two weeks to 31.4%, as the Branded Discount and Private Label segments experienced losses of -0.2 points each. The category's four week performance was down -0.4 points versus four weeks-ago to 31.9%, with the PL segment accounting for the majority of the loss (primarily RJR's PL's).

CONVENIENCE STORES (800 STORES):

- PM experienced a +0.3 point gain week-to-week to 48.7%, with advances by Marlboro and Other PM Premium partially offset by Basic losses. On a four week basis, PM's share increased +0.6 points versus four weeks ago to 48.4%, its highest level to date.
- Marlboro's weekly share increased +0.2 points versus week ago and +0.7 points during the latest two weeks to 31.7%, with the B4G1F promotion up +0.6 points week-to-week to 1.1%. The incidence of a Marlboro free product offer increased +10 points versus week ago to 28% of stores, while the percent of stores with a Marlboro mail-in offer (Country Store catalog) increased +1 point to 36%. On a four week basis the franchise's share expanded +0.7 points versus the prior four week period to 31.3%.
- Basic's share declined -0.1 points versus week ago and -0.4 points since w/e 5/7 to 4.9%, as incidence of the Basic free product offers fell for the second consecutive week (-7 points to 13% of stores). However, on a four week basis, Basic's share of industry increased +0.1 point versus four weeks ago, while its share of the Discount Category was up +0.6 points to 15.6%.
- RJR's weekly share was relatively unchanged versus week ago, as declines by Monarch and its Private Labels were offset by Winston's weekly gain. Winston's performance likely benefited from increased incidence of incentive offers, up +6 points week-to-week and +10 points during the latest two weeks to 18% of stores, coinciding with increased availability of its "Select Weekends" catalog to 26% of stores.

On a four week basis, RJR's performance declined -0.7 points versus four weeks ago to 27.7%, with Doral (-0.3) and their PL franchises (-0.3) accounting for the majority of the decline.

- The Discount Category's weekly share declined for the second consecutive week, down -0.6 points week-to-week and -1.4 points since w/e 5/7 to 32.0%. On a four week basis, the category declined -0.5 points versus four weeks ago, with declines by the PL segment (-0.5, primarily RJR) and Doral (-0.3) more than offsetting gains by GPC (+0.25) and Basic (+0.1).

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BENCHMARKS

NIELSEN DATA W/E 5/21/94

ALL OUTLETS COMBINED:

- All benchmarks are favorable.

BENCHMARKS - TOTAL US

WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED

	<u>Target</u>	<u>Benchmarks*</u>	<u>4 w/e 21-May</u>	<u>Current vs. Benchmark</u>
Philip Morris	44.3	44.5 (lower limit)	46.4	1.9 Favorable
Marlboro	25.7	26.3 (lower limit)	28.3	2.0 Favorable
OPB	8.8	8.9 (lower limit)	9.1	0.2 Favorable
Virginia Slims	2.7	2.7 (lower limit)	2.9	0.2 Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.6	0.1 Favorable
Merit	2.8	2.8 (lower limit)	2.9	0.1 Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0 Favorable
Basic Shr. of Disc. (SOC)	15.1	14.5 (lower limit)	14.8	0.3 Favorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	31.9	2.6 Favorable
Private Label	8.5	9.0 (upper limit)	7.4	1.6 Favorable

* Revised to reflect 1994 First Revised Forecast.

** Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

CONVENIENCE STORES:

- All benchmarks are favorable with the exception of Basic's Share of Discount and Absolute Price Gap.

BENCHMARKS - TOTAL US

NIELSEN WEEKLY C-STORE AUDITS (800 STORES)

	<u>Benchmarks</u>	<u>4 Weeks Ending 21-May</u>	<u>Current vs. Benchmark</u>
Philip Morris	45.2 (lower limit)	48.4	3.2 Favorable
Marlboro	28.2 (lower limit)	31.3	3.1 Favorable
OPB	7.7 (lower limit)	7.9	0.2 Favorable
Virginia Slims	2.3 (lower limit)	2.3	0.0 Favorable
Benson & Hedges	2.2 (lower limit)	2.4	0.2 Favorable
Merit	2.6 (lower limit)	2.6	0.0 Favorable
Parliament	0.4 (lower limit)	0.4	0.0 Favorable
Basic - Shr. of Discount	16.3 (lower limit)	15.6	0.7 Unfavorable
Discount Category	+2.0 Pts. (upper limit)*	32.7	2.2 Favorable
Private Label	10.2 (upper limit)	8.8	1.4 Favorable
Lowest Disc. Price **	\$1.34 (lower limit)	\$1.34	\$0.00 Favorable
Absolute Price Gap ***	\$0.57 (upper limit)	\$0.59	\$0.02 Unfavorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

** Source: Nielsen Weekly Pricing Audits (linear average)

*** Marlboro versus lowest Discount.

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WEEKLY PERFORMANCE SUMMARY & BENCHMARKS

SHIPMENTS W/E 6/3/94

WEEKLY SHIPMENTS:

- Industry volume for the week was 8.1 billion units, a decrease of -28.0% versus week-ago, primarily due to Memorial Day holiday shipping patterns with all manufacturers only shipping four days this week.
- PM-USA's volume for the week was 3.6 billion units. However, adjusted for Marlboro Country Store shipments (280 million) and Grocer Supply and Eby Brown LIFO orders, PM's two week average volume was 4.1 billion units.
- PM-USA's two week average share was 45.7% , down -0.1 share points versus the week ending May 20, 1994.
- PM-USA's major competitors' two week average shipments were at or close to current weekly shipment rates. RJR remains below expected level.
- On a 13wm basis, PM-USA's share of 45.2% remained above second quarter target.

BENCHMARKS:

- All Shipment benchmarks are favorable with the exception of Basic's share of Discount.

BENCHMARKS - TOTAL US SHIPMENTS 13 WEEK MOVING

	<u>Benchmarks</u>		<u>13 Weeks Ending 3-Jun</u>	<u>Current vs. Benchmark</u>	
Philip Morris	42.0	(lower limit)	45.2	3.2	Favorable
Marlboro	24.9	(lower limit)	28.4	3.5	Favorable
OPB	7.8	(lower limit)	8.0	0.2	Favorable
Virginia Slims	2.2	(lower limit)	2.4	0.2	Favorable
Benson & Hedges	2.5	(lower limit)	2.4	0.1	Unfavorable
Merit	2.3	(lower limit)	2.4	0.1	Favorable
Parliament	0.6	(lower limit)	0.6	0.0	Favorable
Basic - Shr. of Discount	14.2	(lower limit)	14.1	0.1	Unfavorable
Discount Category	+2.0 Pts.	(upper limit)*	32.4	2.6	Favorable
Private Label	8.5	(upper limit)	6.7 **	1.8	Favorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 35.0%.

** Reflects most current data for three months ending April 1994.

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INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 5/21/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.52	45.07	45.55	45.64	46.06	46.48	46.33	46.29	46.46	46.70	0.24	46.06	46.21	46.37	46.44	0.55
PM Premium	31.00	34.90	36.47	22.95	23.23	36.50	36.93	37.46	37.05	37.09	37.56	37.74	0.18	36.93	37.06	37.24	37.36	0.54
PM Discount	10.51	10.56	9.04	8.91	9.14	9.12	9.11	9.01	9.26	9.18	8.88	8.95	0.07	9.11	9.13	9.11	9.07	0.03
PM Branded Discount	7.55	7.81	7.17	7.30	7.36	7.29	7.30	7.26	7.43	7.29	7.20	7.27	0.07	7.30	7.30	7.30	7.30	0.05
PM Private Label	2.96	2.75	1.87	1.61	1.78	1.84	1.81	1.75	1.82	1.89	1.68	1.68	0.00	1.81	1.83	1.80	1.77	-0.03
PM Assorted Promo	0.11	0.03	0.01	0.01	0.01	0.02	0.03	0.01	0.02	0.01	0.01	0.01	0.00	0.03	0.02	0.02	0.01	-0.02
R.J. Reynolds	33.58	31.87	30.06	30.41	29.76	29.46	29.01	28.63	28.70	28.67	28.63	28.57	-0.06	29.01	28.85	28.70	28.65	-0.56
RJR Premium	16.88	16.72	17.02	17.17	16.99	16.89	16.78	16.79	16.76	16.65	16.81	16.92	0.11	16.78	16.74	16.73	16.79	-0.03
RJR Discount	16.51	15.06	12.99	13.19	12.72	12.52	12.17	11.77	11.87	11.95	11.76	11.60	-0.16	12.17	12.04	11.90	11.80	-0.53
RJR Branded Discount	11.77	10.43	8.93	8.96	8.50	8.45	8.23	7.87	8.10	8.05	7.82	7.75	-0.07	8.23	8.17	8.03	7.93	-0.35
RJR Private Label	4.74	4.63	4.06	4.24	4.22	4.06	3.94	3.90	3.77	3.90	3.94	3.85	-0.09	3.94	3.88	3.87	3.86	-0.19
RJR Assorted Promo	0.20	0.09	0.04	0.05	0.06	0.04	0.06	0.06	0.07	0.07	0.06	0.06	0.00	0.06	0.07	0.07	0.07	0.01
Brown & Williamson	10.70	9.81	10.24	10.28	10.25	10.04	10.21	10.29	10.21	10.43	10.22	10.22	0.00	10.21	10.26	10.26	10.27	0.09
B & W Premium	4.33	3.99	4.22	4.19	4.17	4.14	4.14	4.10	4.14	4.13	4.05	4.11	0.06	4.14	4.14	4.11	4.11	-0.03
B & W Discount	6.37	5.82	6.02	6.09	6.08	5.90	6.07	6.19	6.07	6.30	6.17	6.11	-0.06	6.07	6.13	6.15	6.16	0.12
Lorillard	5.73	5.38	6.27	6.26	6.28	6.40	6.32	6.31	6.33	6.27	6.33	6.33	0.00	6.32	6.30	6.30	6.32	0.02
Lorillard Premium	5.70	5.25	6.01	6.00	6.01	6.10	6.01	5.98	6.03	5.93	6.00	6.02	0.02	6.01	5.99	5.98	5.99	-0.01
Lorillard Discount	0.03	0.13	0.26	0.26	0.27	0.30	0.30	0.33	0.30	0.34	0.34	0.31	-0.03	0.30	0.31	0.32	0.32	0.02
American Tobacco	5.92	5.50	5.89	6.04	6.17	6.28	6.30	6.19	6.28	6.27	6.17	6.14	-0.03	6.30	6.28	6.25	6.21	-0.09
American Premium	3.29	3.04	3.22	3.18	3.16	3.16	3.14	3.12	3.13	3.10	3.12	3.12	0.00	3.14	3.13	3.13	3.12	-0.02
American Discount	2.63	2.45	2.68	2.86	3.02	3.12	3.17	3.08	3.15	3.16	3.05	3.02	-0.03	3.17	3.15	3.12	3.10	-0.06
Amer Branded Discount	2.20	1.91	1.98	2.10	2.20	2.31	2.37	2.40	2.39	2.44	2.39	2.36	-0.03	2.37	2.38	2.40	2.40	0.05
Amer Private Label	0.43	0.55	0.70	0.76	0.82	0.82	0.79	0.68	0.77	0.72	0.66	0.65	-0.01	0.79	0.77	0.73	0.70	-0.11
Liggett	2.31	1.82	1.89	1.82	1.83	2.02	1.95	1.96	1.99	1.92	2.06	1.90	-0.16	1.95	1.94	1.97	1.97	0.01
Liggett Premium	0.74	0.59	0.58	0.58	0.56	0.56	0.55	0.53	0.56	0.54	0.53	0.52	-0.01	0.55	0.55	0.54	0.54	-0.01
Liggett Discount	1.57	1.24	1.32	1.23	1.28	1.46	1.40	1.43	1.43	1.38	1.53	1.38	-0.15	1.40	1.40	1.43	1.43	0.02
Lig Branded Discount	0.36	0.27	0.38	0.34	0.36	0.35	0.36	0.35	0.37	0.38	0.37	0.30	-0.07	0.36	0.37	0.37	0.35	-0.01
Lig Private Label	1.22	0.97	0.93	0.89	0.92	1.11	1.04	1.08	1.06	1.00	1.16	1.08	-0.08	1.04	1.03	1.06	1.08	0.02
A/O Co.-International	0.13	0.12	0.13	0.13	0.15	0.16	0.15	0.14	0.14	0.15	0.13	0.14	0.01	0.15	0.15	0.14	0.14	-0.01

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Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 5/21/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.52	45.07	45.55	45.64	46.06	46.48	46.33	46.29	46.46	46.70	0.24	46.06	46.21	46.37	46.44	0.55
PM Premium-Shr Prem	50.04	54.08	53.99	56.92	57.40	54.16	54.65	55.08	54.71	54.97	55.16	55.12	-0.04	54.65	54.80	54.96	54.99	0.44
PM Discount-Shr Disc	27.88	29.91	27.95	27.34	28.09	28.08	28.21	28.26	28.80	28.36	27.94	28.48	0.54	28.21	28.32	28.37	28.40	0.45
PM Brd Disc-Shr Brd	26.63	29.55	28.93	29.09	29.67	29.54	29.56	29.66	30.07	29.33	29.57	30.08	0.51	29.56	29.52	29.65	29.76	0.35
PM PL-Shr PL	31.68	30.95	24.73	21.47	23.02	23.47	23.82	23.64	24.57	25.13	22.60	23.15	0.55	23.82	24.37	24.13	23.87	0.58
Marlboro	22.04	26.63	27.35	26.92	27.29	27.39	27.83	28.39	27.99	28.09	28.53	28.55	0.02	27.83	28.00	28.19	28.29	0.59
Red	8.04	9.79	10.00	9.75	9.90	9.94	10.08	10.05	10.12	10.12	10.07	9.95	-0.12	10.08	10.12	10.12	10.07	0.04
Medium	1.37	1.62	1.56	1.54	1.53	1.54	1.55	1.56	1.56	1.59	1.56	1.53	-0.03	1.55	1.56	1.56	1.56	0.01
Lights NM	9.85	11.70	12.31	12.18	12.38	12.46	12.72	12.80	12.76	12.74	12.92	12.74	-0.17	12.72	12.79	12.85	12.79	0.14
Menthol	0.59	0.95	0.92	0.92	0.93	0.92	0.93	0.96	0.95	0.94	0.97	0.96	-0.01	0.93	0.94	0.95	0.96	0.03
Other PM Premium	9.06	8.30	9.13	9.24	9.11	9.12	9.10	9.08	9.07	9.00	9.04	9.19	0.15	9.10	9.07	9.06	9.08	-0.05
Benson & Hedges	2.53	2.39	2.57	2.59	2.56	2.60	2.64	2.62	2.64	2.63	2.58	2.63	0.05	2.64	2.64	2.63	2.62	-0.03
Merit	2.90	2.56	2.91	2.98	2.90	2.88	2.87	2.87	2.86	2.82	2.87	2.91	0.05	2.87	2.85	2.86	2.86	-0.02
Virginia Slims	2.91	2.65	2.91	2.93	2.91	2.91	2.87	2.88	2.87	2.84	2.88	2.92	0.04	2.87	2.87	2.87	2.88	0.00
Parliament	0.53	0.52	0.56	0.56	0.56	0.56	0.55	0.55	0.54	0.54	0.56	0.57	0.01	0.55	0.55	0.55	0.55	-0.01
Saratoga	0.12	0.11	0.12	0.12	0.12	0.11	0.11	0.11	0.11	0.11	0.11	0.10	0.00	0.11	0.11	0.11	0.11	0.00
Cambridge	2.25	1.94	1.91	1.92	1.86	1.84	1.85	1.84	1.85	1.81	1.87	1.83	-0.03	1.85	1.84	1.84	1.84	-0.02
Alpine	0.52	0.44	0.44	0.43	0.42	0.43	0.42	0.41	0.41	0.40	0.40	0.42	0.02	0.42	0.41	0.41	0.41	-0.01
Bristol	0.53	0.30	0.24	0.24	0.23	0.22	0.20	0.21	0.19	0.20	0.20	0.22	0.01	0.20	0.20	0.20	0.20	-0.01
Basic	4.00	4.95	4.41	4.54	4.71	4.62	4.70	4.66	4.85	4.76	4.58	4.65	0.07	4.70	4.72	4.72	4.71	0.08
PM Private Label	2.96	2.75	1.87	1.61	1.78	1.84	1.81	1.75	1.82	1.89	1.68	1.68	0.00	1.81	1.83	1.80	1.77	-0.03
R.J. Reynolds	33.58	31.87	30.06	30.41	29.76	29.46	29.01	28.63	28.70	28.67	28.63	28.57	-0.06	29.01	28.85	28.70	28.65	-0.56
RJR Premium-Shr Prem	27.24	25.90	25.19	42.60	41.98	25.07	24.83	24.69	24.75	24.68	24.68	24.71	0.03	24.83	24.75	24.69	24.71	-0.21
RJR Discount-Shr Disc	43.78	42.65	40.17	40.48	39.07	38.53	37.69	36.93	36.92	36.90	37.00	36.89	-0.12	37.69	37.37	37.08	36.93	-1.19
Brown & Williamson	10.70	9.81	10.24	10.28	10.25	10.04	10.21	10.29	10.21	10.43	10.22	10.22	-0.01	10.21	10.26	10.26	10.27	0.09
B & W Premium-Shr Prem	6.99	6.18	6.25	10.40	10.31	6.15	6.13	6.02	6.12	6.11	5.95	6.00	0.05	6.13	6.11	6.07	6.05	-0.08
B & W Discount-Shr Disc	16.89	16.49	18.62	18.69	18.68	18.16	18.80	19.43	18.88	19.47	19.40	19.44	0.03	18.80	19.01	19.16	19.29	0.63
Lorillard	5.73	5.38	6.27	6.26	6.28	6.40	6.32	6.31	6.33	6.27	6.33	6.33	0.00	6.32	6.30	6.30	6.32	0.02
Lorillard Premium-Shr Prem	9.20	8.14	8.89	14.88	14.84	9.05	8.89	8.79	8.91	8.79	8.81	8.79	-0.02	8.89	8.86	8.83	8.82	-0.07
Lorillard Discount-Shr Disc	0.09	0.36	0.80	0.81	0.83	0.93	0.94	1.04	0.94	1.05	1.06	1.00	-0.06	0.94	0.97	1.00	1.01	0.08
American Tobacco	5.92	5.50	5.89	6.04	6.17	6.28	6.30	6.19	6.28	6.27	6.17	6.14	-0.03	6.30	6.29	6.25	6.21	-0.09
American Premium-Shr Prem	5.32	4.72	4.76	7.89	7.80	4.69	4.64	4.58	4.62	4.60	4.58	4.56	-0.02	4.64	4.63	4.61	4.59	-0.07
American Discount-Shr Disc	6.97	6.95	8.27	8.78	9.26	9.62	9.81	9.65	9.81	9.76	9.59	9.59	0.01	9.81	9.78	9.73	9.69	-0.08
Liggett	2.31	1.82	1.89	1.82	1.83	2.02	1.95	1.96	1.99	1.92	2.06	1.90	-0.16	1.95	1.94	1.97	1.97	0.01
Liggett Premium-Shr Prem	1.19	0.91	0.86	1.45	1.38	0.83	0.81	0.78	0.83	0.81	0.77	0.76	-0.02	0.81	0.81	0.80	0.79	-0.02
Liggett Discount-Shr Disc	4.18	3.50	4.07	3.78	3.93	4.50	4.34	4.49	4.46	4.26	4.82	4.40	-0.41	4.34	4.34	4.47	4.48	0.12

Source: Nielsen Integrated Panel.

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**INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 5/21/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
Marlboro	22.04	26.63	27.35	26.92	27.29	27.39	27.83	28.39	27.99	28.09	28.53	28.55	0.02	27.83	28.00	28.19	28.29	0.59
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.01	0.14	0.42	0.79	0.38	0.00	0.04	0.14	0.34	0.34
Winston	5.61	6.10	6.15	6.17	6.14	5.97	5.82	5.83	5.83	5.77	5.77	5.95	0.18	5.82	5.80	5.77	5.83	-0.01
Winston Select	0.43	0.58	0.90	0.93	1.01	0.92	0.86	0.90	0.85	0.87	0.86	0.96	0.10	0.86	0.85	0.85	0.88	0.02
Winston Select Lights	0.00	0.07	0.53	0.55	0.60	0.54	0.48	0.49	0.47	0.48	0.48	0.52	0.05	0.48	0.47	0.47	0.49	0.00
Basic	4.00	4.95	4.41	4.54	4.71	4.62	4.70	4.66	4.85	4.76	4.58	4.65	0.07	4.70	4.72	4.72	4.71	0.08
Doral	4.27	4.66	4.48	4.53	4.53	4.68	4.53	4.36	4.38	4.35	4.35	4.39	0.04	4.53	4.48	4.40	4.37	-0.24
GPC	4.48	4.13	4.42	4.47	4.49	4.42	4.64	4.83	4.67	4.92	4.81	4.77	-0.04	4.64	4.71	4.76	4.79	0.20
Camel	3.82	3.88	4.06	4.17	4.13	4.25	4.38	4.42	4.34	4.41	4.47	4.39	-0.08	4.38	4.38	4.40	4.40	0.02
Camel Filters	3.08	3.21	3.38	3.51	3.46	3.61	3.75	3.77	3.71	3.76	3.80	3.76	-0.04	3.75	3.74	3.76	3.76	0.02
Camel Special Lights	0.08	0.50	0.46	0.59	0.55	0.55	0.63	0.61	0.60	0.60	0.62	0.60	-0.02	0.63	0.62	0.62	0.61	-0.03
Camel Non-Filter	0.74	0.67	0.68	0.66	0.67	0.64	0.64	0.65	0.64	0.65	0.67	0.63	-0.03	0.64	0.63	0.64	0.65	0.01
Salem	4.22	3.91	4.04	4.02	3.98	3.96	3.92	3.89	3.91	3.87	3.92	3.90	-0.02	3.92	3.91	3.90	3.90	-0.03
Newport	3.24	3.17	3.78	3.72	3.82	3.90	3.83	3.85	3.84	3.82	3.88	3.84	-0.05	3.83	3.83	3.84	3.84	0.01
Kool	3.27	3.01	3.17	3.11	3.11	3.09	3.11	3.06	3.14	3.09	3.03	3.07	0.04	3.11	3.11	3.09	3.08	-0.01
Virginia Slims	2.91	2.65	2.91	2.93	2.91	2.91	2.87	2.88	2.87	2.84	2.88	2.92	0.04	2.87	2.87	2.87	2.88	0.00
Merit	2.90	2.56	2.91	2.98	2.90	2.88	2.87	2.87	2.86	2.82	2.87	2.91	0.05	2.87	2.85	2.86	2.86	-0.02
Benson & Hedges	2.53	2.39	2.57	2.59	2.56	2.60	2.64	2.62	2.64	2.63	2.58	2.63	0.05	2.64	2.64	2.63	2.62	-0.03
Monarch	2.81	2.43	2.33	2.42	2.11	2.03	2.06	1.93	2.11	2.10	1.88	1.82	-0.07	2.06	2.08	2.03	1.98	-0.03
Cambridge	2.25	1.94	1.91	1.92	1.86	1.84	1.85	1.84	1.85	1.81	1.87	1.83	-0.03	1.85	1.84	1.84	1.84	-0.02
Vantage	1.72	1.49	1.44	1.48	1.44	1.45	1.40	1.41	1.41	1.38	1.42	1.44	0.02	1.40	1.40	1.40	1.41	0.01
Best Value	3.51	2.27	1.45	1.36	1.25	1.19	1.12	1.09	1.09	1.11	1.09	1.06	-0.03	1.12	1.10	1.09	1.09	-0.05
Carlton	1.38	1.32	1.40	1.39	1.38	1.39	1.39	1.38	1.39	1.34	1.37	1.42	0.05	1.39	1.38	1.38	1.38	-0.01
Kent	1.28	1.15	1.14	1.13	1.08	1.07	1.05	1.02	1.06	1.03	1.01	1.03	0.02	1.05	1.04	1.03	1.03	-0.03
Pall Mall	1.17	1.06	1.12	1.09	1.10	1.09	1.07	1.07	1.07	1.09	1.06	1.05	-0.02	1.07	1.07	1.07	1.07	-0.01
Misty	0.88	0.83	0.96	1.00	1.02	1.03	1.04	1.05	1.05	1.05	1.04	1.05	0.00	1.04	1.04	1.04	1.05	0.03
Viceroy	1.05	0.93	0.97	1.00	0.97	0.95	0.94	0.91	0.93	0.92	0.90	0.91	0.00	0.94	0.93	0.92	0.91	-0.03
Montclair	0.93	0.83	0.84	0.94	1.04	1.14	1.20	1.24	1.22	1.28	1.24	1.21	-0.03	1.20	1.22	1.24	1.24	0.05
Now	0.80	0.68	0.69	0.68	0.67	0.66	0.65	0.64	0.66	0.62	0.64	0.65	0.01	0.65	0.65	0.64	0.64	-0.01
Capri	0.58	0.58	0.66	0.69	0.69	0.69	0.70	0.70	0.67	0.70	0.69	0.69	0.00	0.70	0.69	0.69	0.69	-0.01
More	0.70	0.64	0.63	0.64	0.63	0.61	0.61	0.59	0.61	0.60	0.60	0.58	-0.01	0.61	0.60	0.60	0.60	-0.01

* Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 5/21/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	2.96	2.75	1.87	1.61	1.78	1.84	1.81	1.75	1.82	1.89	1.68	1.68	0.00	1.81	1.83	1.80	1.77	-0.03
RJR PL	4.74	4.63	4.06	4.24	4.22	4.06	3.94	3.90	3.77	3.90	3.94	3.85	-0.10	3.94	3.88	3.87	3.86	-0.19
American PL	0.43	0.55	0.70	0.76	0.82	0.82	0.79	0.68	0.77	0.72	0.66	0.65	-0.01	0.79	0.77	0.73	0.70	-0.11
Liggett PL	1.22	0.97	0.93	0.89	0.92	1.11	1.04	1.08	1.06	1.00	1.16	1.08	-0.08	1.04	1.03	1.06	1.08	0.02
Total PL	9.35	8.90	7.56	7.49	7.73	7.83	7.59	7.41	7.42	7.51	7.45	7.26	-0.19	7.59	7.50	7.46	7.41	-0.31
PL Share of Segment																		
PM PL	31.68	30.95	24.73	21.47	23.02	23.47	23.82	23.64	24.57	25.13	22.60	23.15	0.55	23.82	24.37	24.13	23.87	0.58
RJR PL	50.72	52.01	53.73	56.57	54.55	51.93	51.95	52.60	50.77	51.91	52.94	52.97	0.03	51.95	51.66	51.92	52.14	-0.42
American PL	4.59	6.16	9.21	10.10	10.56	10.45	10.47	9.16	10.31	9.62	8.85	8.99	0.14	10.47	10.25	9.74	9.45	-1.02
Liggett PL	13.01	10.88	12.32	11.86	11.87	14.15	13.76	14.61	14.35	13.35	15.61	14.90	-0.72	13.76	13.72	14.21	14.54	0.86
BRANDED DISCOUNT																		
Basic	4.00	4.95	4.41	4.54	4.71	4.62	4.70	4.66	4.85	4.76	4.58	4.65	0.07	4.70	4.72	4.72	4.71	0.08
Best Value	3.51	2.27	1.45	1.36	1.25	1.19	1.12	1.09	1.09	1.11	1.09	1.06	-0.03	1.12	1.10	1.09	1.09	-0.05
Monarch	2.81	2.43	2.33	2.42	2.11	2.03	2.06	1.93	2.11	2.10	1.88	1.82	-0.07	2.06	2.08	2.03	1.98	-0.03
GPC	4.48	4.13	4.42	4.47	4.49	4.42	4.64	4.83	4.67	4.92	4.81	4.77	-0.04	4.64	4.71	4.76	4.79	0.20
Raleigh Extra	0.65	0.63	0.55	0.54	0.55	0.46	0.44	0.40	0.42	0.41	0.41	0.38	-0.03	0.44	0.43	0.42	0.40	-0.04
Doral	4.27	4.66	4.48	4.53	4.53	4.68	4.53	4.36	4.38	4.35	4.35	4.39	0.04	4.53	4.48	4.40	4.37	-0.24
Cambridge	2.25	1.94	1.91	1.92	1.86	1.84	1.85	1.84	1.85	1.81	1.87	1.83	-0.03	1.85	1.84	1.84	1.84	-0.02
Viceroy	1.05	0.93	0.97	1.00	0.97	0.95	0.94	0.91	0.93	0.92	0.90	0.91	0.00	0.94	0.93	0.92	0.91	-0.03
Misty	0.88	0.83	0.96	1.00	1.02	1.03	1.04	1.05	1.05	1.05	1.04	1.05	0.00	1.04	1.04	1.04	1.05	0.03
Montclair	0.93	0.83	0.84	0.94	1.04	1.14	1.20	1.24	1.22	1.28	1.24	1.21	-0.03	1.20	1.22	1.24	1.24	0.05
Alpine	0.52	0.44	0.44	0.43	0.42	0.43	0.42	0.41	0.41	0.40	0.40	0.42	0.02	0.42	0.41	0.41	0.41	-0.01
Old Gold	0.15	0.16	0.27	0.27	0.28	0.31	0.31	0.34	0.30	0.34	0.34	0.32	-0.02	0.31	0.32	0.32	0.33	0.02
Sterling	0.55	0.53	0.28	0.26	0.24	0.21	0.19	0.18	0.20	0.19	0.19	0.17	-0.01	0.19	0.19	0.19	0.19	-0.01
Bristol	0.53	0.30	0.24	0.24	0.23	0.22	0.20	0.21	0.19	0.20	0.20	0.22	0.01	0.20	0.20	0.20	0.20	-0.01
Magna	0.41	0.39	0.23	0.23	0.21	0.19	0.17	0.16	0.17	0.16	0.17	0.16	-0.01	0.17	0.17	0.17	0.17	-0.01
Pyramid	0.21	0.15	0.17	0.17	0.17	0.16	0.15	0.13	0.14	0.15	0.13	0.11	-0.02	0.15	0.15	0.14	0.13	-0.02
Riviera	0.12	0.09	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	-0.01	0.04	0.03	0.03	0.03	-0.01
Bucks	0.11	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	-0.01
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.06	0.05	0.05	0.06	0.01	0.05	0.05	0.05	0.05	-0.01
American F/Lts	0.08	0.06	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.00	0.03	0.03	0.03	0.02	-0.01
Covington	0.00	0.00	0.02	0.02	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.00	0.03	0.03	0.03	0.03	0.00
A/O Branded Discount	0.73	0.56	0.61	0.56	0.50	0.57	0.55	0.55	0.55	0.55	0.57	0.53	-0.02	0.55	0.56	0.57	0.55	0.02
Total Branded Discount	28.36	26.41	24.79	25.10	24.82	24.67	24.70	24.46	24.72	24.87	24.34	24.17	-0.17	24.70	24.73	24.64	24.53	-0.11
Basic Share Of Discount	10.60	14.00	13.64	13.94	14.46	14.23	14.55	14.64	15.09	14.69	14.41	14.81	0.40	14.55	14.63	14.70	14.75	0.44
Total Discount Category	37.70	35.31	32.35	32.59	32.56	32.49	32.28	31.87	32.14	32.38	31.79	31.44	-0.35	32.28	32.23	32.10	31.94	-0.42

Source: Nielsen Integrated Panel.

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NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
May 21, 1994 (4WM)	<u>46.44</u>	<u>28.65</u>	<u>10.27</u>	<u>6.21</u>	<u>6.32</u>	<u>1.97</u>
	4.81	(4.93)	(0.43)	0.29	0.59	(0.34)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	61.96	37.70	28.36	9.35
May 21, 1994 (4WM)	<u>67.94</u>	<u>31.94</u>	<u>24.53</u>	<u>7.41</u>
	5.98	(5.76)	(3.83)	(1.94)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	22.04	9.06	5.61	0.43	3.82
May 21, 1994 (4WM)	<u>28.29</u>	<u>9.08</u>	<u>5.83</u>	<u>0.88</u>	<u>4.40</u>
	6.25	0.02	0.22	0.45	0.58

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base March 1993	4.22	1.72	0.80	3.27	3.24
May 21, 1994 (4WM)	<u>3.90</u>	<u>1.41</u>	<u>0.64</u>	<u>3.08</u>	<u>3.84</u>
	(0.32)	(0.31)	(0.16)	(0.19)	0.60

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
May 21, 1994 (4WM)	<u>4.71</u>	<u>1.84</u>	<u>0.41</u>	<u>4.37</u>	<u>1.05</u>	<u>1.24</u>	<u>1.98</u>	<u>1.09</u>	<u>4.79</u>
	0.71	(0.41)	(0.11)	0.10	0.17	0.31	(0.83)	(2.42)	0.31

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	2.96	4.74	1.22	0.43
May 21, 1994 (4WM)	<u>1.77</u>	<u>3.86</u>	<u>1.08</u>	<u>0.70</u>
	(1.19)	(0.88)	(0.14)	0.27

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82
May 21, 1994 (4WM)	<u>46.44</u>	<u>28.65</u>	<u>10.27</u>	<u>6.21</u>	<u>6.32</u>	<u>1.97</u>
	0.94	(3.22)	0.46	0.71	0.94	0.15

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.54	35.31	26.41	8.90
May 21, 1994 (4WM)	<u>67.94</u>	<u>31.94</u>	<u>24.53</u>	<u>7.41</u>
	3.40	(3.37)	(1.88)	(1.49)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	26.63	8.30	6.10	0.58	3.88
May 21, 1994 (4WM)	<u>28.29</u>	<u>9.08</u>	<u>5.83</u>	<u>0.88</u>	<u>4.40</u>
	1.66	0.78	(0.27)	0.30	0.52

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base July 1993	3.91	1.49	0.68	3.01	3.17
May 21, 1994 (4WM)	<u>3.90</u>	<u>1.41</u>	<u>0.64</u>	<u>3.08</u>	<u>3.84</u>
	(0.01)	(0.08)	(0.04)	0.07	0.67

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
May 21, 1994 (4WM)	<u>4.71</u>	<u>1.84</u>	<u>0.41</u>	<u>4.37</u>	<u>1.05</u>	<u>1.24</u>	<u>1.98</u>	<u>1.09</u>	<u>4.79</u>
	(0.24)	(0.10)	(0.03)	(0.29)	0.22	0.41	(0.45)	(1.18)	0.66

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	2.75	4.63	0.97	0.55
May 21, 1994 (4WM)	<u>1.77</u>	<u>3.86</u>	<u>1.08</u>	<u>0.70</u>
	(0.98)	(0.77)	0.11	0.15

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/21/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. Wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
Philip Morris	43.22	47.59	47.37	46.89	47.57	47.62	47.93	48.43	48.30	48.18	48.39	48.72	0.33	47.93	48.08	48.27	48.40	48.40
PM Premium	32.12	36.73	0.00	37.90	38.21	38.37	38.66	39.24	38.84	38.69	39.30	39.73	0.43	38.66	38.75	38.94	39.14	39.14
PM Discount	11.09	10.86	9.19	8.99	9.37	9.25	9.26	9.19	9.46	9.50	9.08	8.99	-0.09	9.26	9.33	9.33	9.26	9.26
PM Branded Discount	7.54	7.81	6.96	7.10	7.22	6.98	7.02	7.02	7.17	7.13	7.00	6.91	-0.09	7.02	7.04	7.09	7.05	7.05
PM Private Label	3.56	3.05	2.23	1.89	2.15	2.27	2.25	2.18	2.28	2.36	2.08	2.08	0.00	2.25	2.29	2.24	2.20	2.20
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	29.69	29.63	28.95	28.59	28.19	27.72	27.79	27.80	27.69	27.66	-0.03	28.19	28.01	27.82	27.73	27.73
RJR Premium	15.48	15.61	15.71	15.82	15.68	15.64	15.63	15.65	15.63	15.53	15.68	15.75	0.07	15.63	15.60	15.60	15.65	15.65
RJR Discount	18.40	15.72	13.98	13.81	13.27	12.95	12.56	12.07	12.16	12.26	12.02	11.91	-0.11	12.56	12.41	12.22	12.09	12.09
RJR Branded Discount	11.43	9.40	8.45	8.51	7.95	7.92	7.73	7.34	7.55	7.54	7.26	7.23	-0.03	7.73	7.67	7.50	7.39	7.39
RJR Private Label	6.97	6.32	5.53	5.30	5.32	5.04	4.83	4.72	4.61	4.73	4.75	4.69	-0.06	4.83	4.74	4.72	4.69	4.69
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.54	10.69	10.69	10.37	10.65	10.73	10.63	10.96	10.67	10.57	-0.10	10.65	10.74	10.75	10.71	10.71
B & W Premium	4.25	3.92	4.19	4.20	4.15	4.11	4.08	4.02	4.06	4.07	3.99	4.02	0.03	4.08	4.07	4.05	4.03	4.03
B & W Discount	6.77	6.03	6.35	6.49	6.54	6.27	6.58	6.71	6.57	6.90	6.68	6.55	-0.13	6.58	6.68	6.70	6.68	6.68
Lorillard	5.74	5.36	6.33	6.34	6.25	6.38	6.28	6.30	6.30	6.21	6.34	6.33	-0.01	6.28	6.25	6.27	6.30	6.30
Lorillard Premium	5.72	5.26	6.11	6.11	6.03	6.12	6.01	6.00	6.04	5.90	6.04	6.05	0.01	6.01	5.98	5.98	6.01	6.01
Lorillard Discount	0.02	0.11	0.22	0.23	0.22	0.26	0.27	0.30	0.27	0.32	0.30	0.28	-0.02	0.27	0.28	0.29	0.29	0.29
American Tobacco	4.76	4.62	4.91	5.15	5.25	5.42	5.45	5.29	5.40	5.42	5.24	5.21	-0.03	5.45	5.42	5.37	5.32	5.32
American Premium	2.26	2.09	2.17	2.18	2.15	2.15	2.16	2.13	2.14	2.12	2.12	2.14	0.02	2.16	2.14	2.14	2.13	2.13
American Discount	2.50	2.53	2.74	2.97	3.09	3.27	3.28	3.16	3.27	3.30	3.12	3.06	-0.06	3.28	3.28	3.23	3.19	3.19
Amer Branded Discount	1.97	1.80	1.79	1.96	1.99	2.17	2.24	2.30	2.25	2.36	2.30	2.23	-0.07	2.24	2.27	2.29	2.29	2.29
Amer Private Label	0.53	0.73	0.95	1.01	1.10	1.10	1.04	0.87	1.01	0.94	0.83	0.83	0.00	1.04	1.01	0.94	0.90	0.90
Liggett	1.37	1.09	1.09	1.25	1.24	1.56	1.46	1.48	1.53	1.38	1.62	1.45	-0.17	1.46	1.45	1.48	1.50	1.50
Liggett Premium	0.42	0.34	0.29	0.32	0.28	0.28	0.28	0.26	0.28	0.29	0.24	0.26	0.02	0.28	0.28	0.27	0.27	0.27
Liggett Discount	0.95	0.75	0.80	0.93	0.96	1.28	1.18	1.22	1.24	1.10	1.38	1.19	-0.19	1.18	1.17	1.21	1.23	1.23
Lig Branded Discount	0.38	0.23	0.25	0.19	0.17	0.18	0.21	0.21	0.25	0.22	0.24	0.17	-0.07	0.21	0.23	0.23	0.22	0.22
Lig Private Label	0.57	0.52	0.55	0.74	0.78	1.09	0.97	1.01	1.00	0.87	1.14	1.02	-0.12	0.97	0.95	0.98	1.01	1.01
A/O Co-International	0.01	0.05	0.06	0.05	0.06	0.05	0.04	0.05	0.05	0.04	0.05	0.06	0.01	0.04	0.04	0.04	0.05	0.05

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Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/21/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. Wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
Philip Morris	43.22	47.59	47.37	46.89	47.57	47.62	47.93	48.43	48.30	48.18	48.39	48.72	0.33	47.93	48.08	48.27	48.40	0.64
PM Premium-Shr Prem	53.31	57.40	57.22	56.92	57.40	57.51	57.82	58.26	57.94	58.07	58.31	58.41	0.10	57.82	57.96	58.09	58.18	0.40
PM Discount-Shr Disc	27.92	30.17	27.63	26.90	28.00	27.81	27.97	28.15	28.69	28.46	27.87	28.11	0.24	27.97	28.14	28.29	28.28	0.66
PM Brd Disc-Shr Brd	26.81	30.77	28.99	29.01	29.95	29.36	29.19	29.38	29.81	29.15	29.43	29.57	0.14	29.19	29.12	29.41	29.49	0.46
PM PL-Shr PL	30.60	28.73	24.10	21.11	22.99	23.94	24.72	24.80	25.65	26.55	23.65	24.16	0.51	24.72	25.50	25.26	25.02	1.04
Marlboro	24.43	29.66	30.46	29.82	30.31	30.43	30.72	31.37	30.96	30.96	31.47	31.70	0.23	30.72	30.91	31.11	31.27	0.66
Red	9.12	11.10	11.35	10.94	11.13	11.21	11.26	11.21	11.34	11.32	11.21	11.11	-0.10	11.26	11.31	11.30	11.24	0.01
Medium	1.51	1.83	1.72	1.72	1.71	1.73	1.73	1.73	1.74	1.77	1.71	1.69	-0.02	1.73	1.73	1.73	1.73	0.01
Lights NM	10.91	12.94	13.60	13.39	13.70	13.76	13.97	14.03	14.05	13.95	14.16	13.98	-0.18	13.97	14.05	14.11	14.03	0.12
Menthol	0.69	1.11	1.10	1.11	1.11	1.10	1.10	1.12	1.12	1.11	1.14	1.12	-0.02	1.10	1.10	1.12	1.12	0.02
Other PM Premium	7.70	7.07	7.72	8.07	7.90	7.94	7.94	7.86	7.88	7.73	7.84	8.03	0.19	7.94	7.84	7.83	7.87	-0.11
Benson & Hedges	2.20	2.09	2.23	2.30	2.23	2.31	2.39	2.36	2.37	2.36	2.31	2.40	0.09	2.39	2.37	2.36	2.36	-0.05
Merit	2.68	2.30	2.58	2.78	2.72	2.70	2.64	2.63	2.62	2.55	2.65	2.69	0.04	2.64	2.58	2.60	2.63	-0.03
Virginia Slims	2.27	2.13	2.32	2.40	2.36	2.35	2.33	2.31	2.34	2.26	2.31	2.36	0.05	2.33	2.32	2.31	2.32	-0.01
Parliament	0.40	0.41	0.44	0.45	0.45	0.45	0.45	0.44	0.43	0.43	0.44	0.46	0.02	0.45	0.44	0.44	0.44	-0.02
Saratoga	0.09	0.08	0.09	0.08	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	-0.01	0.08	0.08	0.08	0.08	0.00
Cambridge	1.46	1.38	1.31	1.30	1.24	1.25	1.32	1.32	1.33	1.26	1.37	1.33	-0.04	1.32	1.30	1.32	1.32	0.00
Alpine	0.40	0.34	0.34	0.33	0.31	0.31	0.31	0.28	0.29	0.28	0.27	0.30	0.03	0.31	0.29	0.29	0.28	-0.03
Bristol	0.51	0.30	0.23	0.23	0.21	0.20	0.18	0.19	0.17	0.17	0.19	0.21	0.02	0.18	0.18	0.18	0.19	0.01
Basic	4.89	5.59	4.94	5.10	5.32	5.03	5.06	5.07	5.23	5.29	5.02	4.91	-0.11	5.06	5.12	5.16	5.11	0.13
PM Private Label	3.56	3.05	2.23	1.89	2.15	2.27	2.25	2.18	2.28	2.36	2.08	2.08	0.00	2.25	2.29	2.24	2.20	-0.03
R.J. Reynolds	33.88	31.33	29.69	29.63	28.95	28.59	28.19	27.72	27.79	27.80	27.69	27.66	-0.03	28.19	28.01	27.82	27.73	-0.71
RJR Premium-Shr Prem	25.69	24.39	23.54	23.76	23.56	23.43	23.38	23.24	23.31	23.31	23.26	23.15	-0.11	23.38	23.33	23.28	23.26	-0.16
RJR Discount-Shr Disc	46.31	43.66	42.01	41.32	39.68	38.92	37.90	36.95	36.88	36.75	36.87	37.24	0.37	37.90	37.44	37.06	36.93	-1.60
Brown & Williamson	11.01	9.95	10.54	10.69	10.69	10.37	10.65	10.73	10.63	10.96	10.67	10.57	-0.10	10.65	10.74	10.75	10.71	0.12
B & W Premium-Shr Prem	7.05	6.12	6.28	6.30	6.24	6.15	6.09	5.97	6.05	6.10	5.91	5.91	0.00	6.09	6.09	6.04	5.99	-0.10
B & W Discount-Shr Disc	17.03	16.76	19.08	19.42	19.55	18.83	19.86	20.55	19.94	20.66	20.51	20.48	-0.03	19.86	20.14	20.30	20.40	0.78
Lorillard	5.74	5.36	6.33	6.34	6.25	6.38	6.28	6.30	6.30	6.21	6.34	6.33	-0.01	6.28	6.25	6.27	6.30	0.04
Lorillard Premium-Shr Prem	9.49	8.22	9.17	9.18	9.06	9.17	8.99	8.90	9.01	8.85	8.95	8.90	-0.05	8.99	8.94	8.93	8.93	-0.05
Lorillard Discount-Shr Disc	0.05	0.30	0.65	0.68	0.66	0.77	0.81	0.92	0.81	0.95	0.93	0.88	-0.05	0.81	0.84	0.87	0.89	0.10
American Tobacco	4.76	4.62	4.91	5.15	5.25	5.42	5.45	5.29	5.40	5.42	5.24	5.21	-0.03	5.45	5.42	5.37	5.32	-0.12
American Premium-Shr Prem	3.75	3.26	3.25	3.27	3.24	3.22	3.24	3.16	3.19	3.18	3.14	3.15	0.01	3.24	3.20	3.19	3.17	-0.07
American Discount-Shr Disc	6.29	7.04	8.23	8.89	9.25	9.83	9.91	9.69	9.91	9.90	9.59	9.57	-0.02	9.91	9.89	9.79	9.74	-0.13
Liggett	1.37	1.09	1.09	1.25	1.24	1.56	1.46	1.48	1.53	1.38	1.62	1.45	-0.17	1.46	1.45	1.48	1.50	0.03
Liggett Premium-Shr Prem	0.69	0.53	0.44	0.48	0.42	0.43	0.42	0.39	0.42	0.43	0.36	0.39	0.03	0.42	0.42	0.40	0.40	-0.02
Liggett Discount-Shr Disc	2.40	2.08	2.40	2.79	2.86	3.83	3.56	3.74	3.77	3.29	4.23	3.72	-0.51	3.56	3.54	3.68	3.75	0.17

Source: Nielsen Integrated Panel.

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**INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/21/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. Wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
Marlboro	24.43	29.66	30.46	29.82	30.31	30.43	30.72	31.37	30.96	30.96	31.47	31.70	0.23	30.72	30.91	31.11	31.27	0.66
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.61	0.01	0.17	0.55	1.10	0.55	0.01	0.05	0.18	0.46	0.46
Winston	5.16	5.89	5.63	5.65	5.71	5.48	5.36	5.33	5.38	5.29	5.26	5.42	0.16	5.36	5.33	5.29	5.34	-0.03
Winston Select	0.51	0.65	0.98	1.04	1.20	1.05	0.96	0.99	0.94	0.97	0.94	1.06	0.12	0.96	0.94	0.94	0.98	0.01
Winston Select Lights	0.00	0.08	0.58	0.62	0.74	0.63	0.55	0.56	0.52	0.55	0.54	0.58	0.04	0.55	0.53	0.53	0.55	-0.01
Basic	4.89	5.59	4.94	5.10	5.32	5.03	5.06	5.07	5.23	5.29	5.02	4.91	-0.11	5.06	5.12	5.16	5.11	0.13
Doral	3.36	3.50	3.70	3.71	3.72	4.03	3.89	3.71	3.70	3.65	3.69	3.80	0.11	3.89	3.83	3.74	3.71	-0.30
GPC	4.95	4.44	4.91	5.03	5.08	4.96	5.32	5.54	5.36	5.70	5.51	5.41	-0.10	5.32	5.44	5.49	5.49	0.25
Camel	4.27	4.34	4.55	4.61	4.50	4.68	4.91	4.96	4.89	4.96	5.00	4.93	-0.07	4.91	4.92	4.95	4.95	0.06
Camel Filters	3.66	3.78	3.98	4.06	3.96	4.16	4.39	4.42	4.36	4.42	4.43	4.40	-0.03	4.39	4.40	4.41	4.40	0.03
Camel Special Lights	0.12	0.62	0.55	0.75	0.66	0.66	0.79	0.76	0.75	0.76	0.78	0.75	-0.03	0.79	0.79	0.78	0.76	-0.04
Camel Non-Filter	0.61	0.55	0.56	0.54	0.55	0.52	0.52	0.55	0.53	0.54	0.57	0.52	-0.05	0.52	0.52	0.54	0.54	0.02
Salem	3.70	3.33	3.52	3.47	3.47	3.46	3.41	3.41	3.40	3.40	3.45	3.39	-0.06	3.41	3.41	3.41	3.41	-0.01
Newport	3.90	3.74	4.50	4.39	4.45	4.53	4.45	4.48	4.48	4.43	4.55	4.47	-0.08	4.45	4.45	4.47	4.48	0.04
Kool	3.39	3.13	3.35	3.29	3.26	3.22	3.20	3.17	3.24	3.21	3.14	3.17	0.03	3.20	3.21	3.20	3.19	0.01
Virginia Slims	2.27	2.13	2.32	2.40	2.36	2.35	2.33	2.31	2.34	2.26	2.31	2.36	0.05	2.33	2.32	2.31	2.32	-0.01
Merit	2.68	2.30	2.58	2.78	2.72	2.70	2.64	2.63	2.62	2.55	2.65	2.69	0.04	2.64	2.58	2.60	2.63	-0.03
Benson & Hedges	2.20	2.09	2.23	2.30	2.23	2.31	2.39	2.36	2.37	2.36	2.31	2.40	0.09	2.39	2.37	2.36	2.36	-0.05
Monarch	4.08	3.34	3.29	3.36	2.89	2.71	2.73	2.57	2.76	2.85	2.50	2.37	-0.13	2.73	2.78	2.70	2.62	-0.06
Cambridge	1.46	1.38	1.31	1.30	1.24	1.25	1.32	1.32	1.33	1.26	1.37	1.33	-0.04	1.32	1.30	1.32	1.32	0.00
Vantage	1.41	1.20	1.18	1.23	1.18	1.21	1.16	1.16	1.17	1.11	1.18	1.20	0.02	1.16	1.15	1.15	1.17	0.01
Best Value	2.88	1.64	0.87	0.87	0.81	0.71	0.67	0.65	0.66	0.63	0.66	0.66	0.00	0.67	0.63	0.64	0.65	-0.02
Carlton	0.89	0.85	0.88	0.90	0.88	0.90	0.92	0.90	0.91	0.87	0.88	0.96	0.08	0.92	0.91	0.90	0.91	-0.01
Kent	0.88	0.81	0.76	0.78	0.73	0.73	0.70	0.66	0.69	0.66	0.65	0.68	0.03	0.70	0.68	0.67	0.67	-0.04
Pall Mall	0.85	0.77	0.80	0.79	0.79	0.77	0.77	0.76	0.77	0.79	0.76	0.74	-0.02	0.77	0.77	0.78	0.77	0.00
Misty	0.75	0.77	0.84	0.90	0.88	0.89	0.87	0.88	0.88	0.88	0.88	0.87	-0.01	0.87	0.87	0.87	0.88	0.02
Vicoroy	0.97	0.84	0.83	0.87	0.84	0.80	0.78	0.75	0.76	0.76	0.75	0.74	-0.01	0.78	0.77	0.76	0.75	-0.04
Montclair	0.90	0.84	0.82	0.95	1.01	1.19	1.27	1.35	1.29	1.41	1.34	1.29	-0.05	1.27	1.31	1.34	1.33	0.09
Now	0.46	0.41	0.41	0.42	0.40	0.40	0.39	0.39	0.39	0.36	0.39	0.41	0.02	0.39	0.38	0.38	0.39	0.00
Capri	0.50	0.50	0.57	0.64	0.64	0.63	0.64	0.61	0.60	0.63	0.62	0.60	-0.02	0.64	0.63	0.62	0.61	-0.03
More	0.47	0.43	0.41	0.43	0.42	0.40	0.40	0.39	0.40	0.40	0.39	0.39	0.00	0.40	0.40	0.40	0.39	-0.01

* Top 25 is based on All Outlets Combined.

8268800902

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 5/21/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/30	5/7	5/14	5/21	Diff vs. Wk-ago	4/30	5/7	5/14	5/21	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	3.56	3.05	2.23	1.89	2.15	2.27	2.25	2.18	2.28	2.36	2.08	2.08	0.00	2.25	2.29	2.24	2.20	-0.03
RJR PL	6.97	6.32	5.53	5.30	5.32	5.04	4.83	4.72	4.61	4.73	4.75	4.69	-0.06	4.83	4.74	4.72	4.69	-0.32
American PL	0.53	0.73	0.95	1.01	1.10	1.10	1.04	0.87	1.01	0.94	0.83	0.83	0.00	1.04	1.01	0.94	0.90	-0.17
Liggett PL	0.57	0.52	0.55	0.74	0.78	1.09	0.97	1.01	1.00	0.87	1.14	1.02	-0.12	0.97	0.95	0.98	1.01	0.02
Total PL	11.63	10.62	9.27	8.94	9.35	9.50	9.08	8.78	8.90	8.90	8.80	8.62	-0.18	9.08	8.98	8.88	8.81	-0.48
PL Share of Segment																		
PM PL	30.60	28.73	24.10	21.11	22.99	23.94	24.72	24.80	25.65	26.55	23.65	24.16	0.51	24.72	25.50	25.26	25.02	1.04
RJR PL	59.93	59.52	59.69	59.29	56.88	53.01	53.16	53.81	51.79	53.09	53.98	54.39	0.41	53.16	52.76	53.12	53.30	-0.57
American PL	4.57	6.87	10.24	11.29	11.75	11.57	11.47	9.86	11.36	10.57	9.39	9.61	0.22	11.47	11.21	10.55	10.24	-1.26
Liggett PL	4.90	4.88	5.97	8.31	8.38	11.49	10.65	11.53	11.20	9.79	12.99	11.84	-1.15	10.65	10.53	11.07	11.44	0.79
BRANDED DISCOUNT																		
Basic	4.89	5.59	4.94	5.10	5.32	5.03	5.06	5.07	5.23	5.29	5.02	4.91	-0.11	5.06	5.12	5.16	5.11	0.13
Best Value	2.88	1.64	0.87	0.87	0.81	0.71	0.67	0.65	0.66	0.63	0.66	0.66	0.00	0.67	0.63	0.64	0.65	-0.02
Monarch	4.08	3.34	3.29	3.36	2.89	2.71	2.73	2.57	2.76	2.85	2.50	2.37	-0.13	2.73	2.78	2.70	2.62	-0.06
GPC	4.95	4.44	4.91	5.03	5.08	4.96	5.32	5.54	5.36	5.70	5.51	5.41	-0.10	5.32	5.44	5.49	5.49	0.25
Raleigh Extra	0.63	0.60	0.51	0.51	0.54	0.43	0.42	0.37	0.40	0.39	0.38	0.33	-0.05	0.42	0.41	0.40	0.37	-0.05
Doral	3.36	3.50	3.70	3.71	3.72	4.03	3.89	3.71	3.70	3.65	3.69	3.80	0.11	3.89	3.83	3.74	3.71	-0.30
Cambridge	1.46	1.38	1.31	1.30	1.24	1.25	1.32	1.32	1.33	1.26	1.37	1.33	-0.04	1.32	1.30	1.32	1.32	0.00
Viceroy	0.97	0.84	0.83	0.87	0.84	0.80	0.78	0.75	0.76	0.76	0.75	0.74	-0.01	0.78	0.77	0.76	0.75	-0.04
Misty	0.75	0.77	0.84	0.90	0.88	0.89	0.87	0.88	0.88	0.88	0.88	0.87	-0.01	0.87	0.87	0.87	0.88	0.02
Montclair	0.90	0.84	0.82	0.95	1.01	1.19	1.27	1.35	1.29	1.41	1.34	1.29	-0.05	1.27	1.31	1.34	1.33	0.09
Alpine	0.40	0.34	0.34	0.33	0.31	0.31	0.31	0.28	0.29	0.28	0.27	0.30	0.03	0.31	0.29	0.29	0.28	-0.03
Old Gold	0.13	0.15	0.24	0.25	0.23	0.27	0.27	0.31	0.27	0.32	0.31	0.29	-0.02	0.27	0.29	0.29	0.30	0.03
Sterling	0.49	0.43	0.24	0.23	0.21	0.17	0.17	0.15	0.17	0.15	0.16	0.14	-0.02	0.17	0.16	0.16	0.16	-0.01
Bristol	0.51	0.30	0.23	0.23	0.21	0.20	0.18	0.19	0.17	0.17	0.19	0.21	0.02	0.18	0.18	0.18	0.19	0.01
Magna	0.47	0.38	0.26	0.26	0.23	0.20	0.19	0.18	0.18	0.18	0.18	0.17	-0.01	0.19	0.18	0.18	0.18	-0.01
Pyramid	0.17	0.11	0.08	0.07	0.06	0.06	0.06	0.05	0.06	0.06	0.05	0.04	-0.01	0.06	0.06	0.06	0.05	0.00
Riviera	0.14	0.10	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.00	0.04	0.04	0.04	0.04	-0.01
Bucks	0.13	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.03	-0.01	0.04	0.04	0.04	0.04	-0.01
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.04	0.07	0.03	0.06	0.05	0.05	0.05	-0.01
American F/Lts	0.04	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.00	0.02	0.02	0.02	0.01	-0.01
Covington	0.00	0.00	0.02	0.02	0.03	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	-0.01
A/O Branded Discount	0.64	0.48	0.38	0.31	0.30	0.36	0.36	0.37	0.42	0.36	0.40	0.36	-0.04	0.36	0.38	0.36	0.39	0.04
Total Branded Discount	28.11	25.39	24.01	24.49	24.09	23.78	24.04	23.88	24.07	24.47	23.79	23.37	-0.42	24.04	24.16	24.09	23.92	0.00
Basic Share Of Discount	12.31	15.53	14.83	15.25	15.91	15.12	15.28	15.54	15.88	15.84	15.40	15.36	-0.04	15.28	15.46	15.64	15.62	0.63
Total Discount Category	39.73	36.00	33.28	33.43	33.44	33.28	33.13	32.65	32.96	33.37	32.59	31.99	-0.60	33.13	33.14	32.97	32.73	-0.48

2060083424

Source: Nielsen Integrated Panel.

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
May 21, 1994 (4WM)	<u>48.40</u>	<u>27.73</u>	<u>10.71</u>	<u>5.32</u>	<u>6.30</u>	<u>1.50</u>
	5.18	(6.15)	(0.30)	0.56	0.56	0.13

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	60.26	39.73	28.11	11.63
May 21, 1994 (4WM)	<u>67.27</u>	<u>32.73</u>	<u>23.92</u>	<u>8.81</u>
	7.01	(7.00)	(4.19)	(2.82)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	24.43	7.70	5.16	0.51	4.27
May 21, 1994 (4WM)	<u>31.27</u>	<u>7.87</u>	<u>5.34</u>	<u>0.98</u>	<u>4.95</u>
	6.84	0.17	0.18	0.47	0.68

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base March 1993	3.90	3.39	3.70	1.41	0.46
May 21, 1994 (4WM)	<u>4.48</u>	<u>3.19</u>	<u>3.41</u>	<u>1.17</u>	<u>0.39</u>
	0.58	(0.20)	(0.29)	(0.24)	(0.07)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
May 21, 1994 (4WM)	<u>5.11</u>	<u>1.32</u>	<u>0.28</u>	<u>3.71</u>	<u>0.88</u>	<u>1.33</u>	<u>2.62</u>	<u>0.65</u>	<u>5.49</u>
	0.22	(0.14)	(0.12)	0.35	0.13	0.43	(1.46)	(2.23)	0.54

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	3.56	6.97	0.57	0.53
May 21, 1994 (4WM)	<u>2.20</u>	<u>4.69</u>	<u>1.01</u>	<u>0.90</u>
	(1.36)	(2.28)	0.44	0.37

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09
May 21, 1994 (4WM)	<u>48.40</u>	<u>27.73</u>	<u>10.71</u>	<u>5.32</u>	<u>6.30</u>	<u>1.50</u>
	0.81	(3.60)	0.76	0.70	0.94	0.41

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.00	36.00	25.39	10.62
May 21, 1994 (4WM)	<u>67.27</u>	<u>32.73</u>	<u>23.92</u>	<u>8.81</u>
	3.27	(3.27)	(1.47)	(1.81)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	29.66	7.07	5.89	0.65	4.34
May 21, 1994 (4WM)	<u>31.27</u>	<u>7.87</u>	<u>5.34</u>	<u>0.98</u>	<u>4.95</u>
	1.61	0.80	(0.55)	0.33	0.61

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base July 1993	3.74	3.13	3.33	1.20	0.41
May 21, 1994 (4WM)	<u>4.48</u>	<u>3.19</u>	<u>3.41</u>	<u>1.17</u>	<u>0.39</u>
	0.74	0.06	0.08	(0.03)	(0.02)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
May 21, 1994 (4WM)	<u>5.11</u>	<u>1.32</u>	<u>0.28</u>	<u>3.71</u>	<u>0.88</u>	<u>1.33</u>	<u>2.62</u>	<u>0.65</u>	<u>5.49</u>
	(0.48)	(0.06)	(0.06)	0.21	0.11	0.49	(0.72)	(0.99)	1.05

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	3.05	6.32	0.52	0.73
May 21, 1994 (4WM)	<u>2.20</u>	<u>4.69</u>	<u>1.01</u>	<u>0.90</u>
	(0.85)	(1.63)	0.49	0.17

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21
Philip Morris	56	63	67	67	25	30	34	38	20	20	20	19	24	24	23	23	17	29	35	37
PM Premium	40	52	59	62	3	9	19	28	13	13	13	13	20	20	20	20	17	29	35	37
PM Discount	33	34	32	29	23	25	21	18	11	11	10	10	5	5	5	6				
PM Brd Disc	33	34	32	29	23	25	21	18	11	11	10	10	5	5	5	6				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	20	36	48	52	1	8	18	28	6	6	6	7	0	1	0	0	16	28	35	36
Red	4	10	18	27	0	7	15	24	4	4	4	5	0	1	0	0				
Medium	4	10	18	26	1	7	15	23	4	4	5	4	0	0	0	0				
Lights (NM)	5	11	20	27	1	8	17	25	4	4	4	4	0	0	0	0				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	20	16	11	10	2	1	1	0	7	7	7	6	20	19	20	20				
Benson & Hedges	23	22	21	21	2	1	1	1	5	5	4	5	18	18	18	17				
Merit	7	7	6	6	0	0	0	0	4	3	3	3	4	4	4	4				
Virginia Slims	5	6	5	6	0	0	0	0	4	4	4	4	0	0	0	1	1	2	1	1
Parliament	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	17	15	16	17	11	11	11	10	4	4	4	4	3	3	3	4				
Alpine	3	2	3	2	1	0	0	0	0	0	0	0	2	2	3	2				
Bristol	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0				
Basic	22	24	21	18	18	20	16	13	8	8	8	8	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	78	79	79	79	38	34	31	29	32	36	38	41	61	63	59	59	21	24	36	36
RJR Premium	75	76	77	78	35	32	29	26	32	36	38	41	50	51	50	50	21	24	36	36
RJR Discount	31	30	29	28	5	4	4	5	0	0	0	0	28	27	27	25				
Brown & Williamson	36	36	35	36	13	12	11	11	2	2	2	2	28	30	29	28				
B & W Premium	27	27	27	27	13	12	11	11	1	1	1	1	16	18	17	16				
B & W Discount	19	21	19	20	0	0	0	0	1	1	1	1	19	21	19	19				
Lorillard	46	46	47	47	0	0	0	0	1	2	3	5	45	45	44	43				
Lorillard Premium	43	44	45	45	0	0	0	0	1	2	3	5	43	43	42	42				
Lorillard Discount	10	10	9	9	0	0	0	0	0	0	0	0	10	10	9	9				
American Tobacco	33	33	32	34	7	6	6	5	10	9	10	10	27	27	26	29				
American Premium	10	10	10	11	1	1	1	1	4	3	3	3	6	6	6	7				
American Discount	29	29	28	30	5	4	5	4	7	7	8	7	24	24	23	26				
Liggett	7	6	7	6	2	2	2	2	0	0	0	0	5	5	5	5				
Liggett Premium	4	4	4	5	2	2	2	2	0	0	0	0	3	3	3	3				
Liggett Discount	4	3	3	2	0	0	0	0	0	0	0	0	4	3	3	2				

Note: Money off includes IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21
Marlboro	20	36	48	52	1	8	18	28	6	6	6	7	0	1	0	0	16	28	35	36
Winston	50	53	62	63	9	8	6	5	7	8	12	18	43	44	42	44	2	10	27	26
Winston Select	39	40	42	46	9	8	6	5	4	4	9	14	34	36	34	37				
Winston Select Lights	37	36	38	42	9	8	6	5	3	4	7	13	32	32	31	32				
Winston Less Select	21	27	41	39	0	0	0	0	5	5	5	5	16	16	13	14				
Basic	22	24	21	18	18	20	16	13	8	8	8	8	0	0	0	0				
GPC	16	16	15	16	0	0	0	0	0	0	0	0	16	16	15	16				
Camel	59	59	58	57	31	28	26	24	26	31	31	31	14	14	16	15	21	19	19	22
Camel Filter	52	53	52	50	31	28	26	24	26	31	31	31	14	14	16	15				
Camel Wides	6	7	6	5	2	2	2	1	3	3	2	2	2	2	2	2				
Camel Special Lights	45	47	46	42	28	25	23	22	20	24	23	21	12	12	14	12				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Newport	16	18	19	22	0	0	0	0	1	2	3	5	16	17	17	18				
Doral	27	24	23	22	3	2	3	2	0	0	0	0	25	23	22	21				
Salem	1	2	2	3	0	0	0	0	1	1	1	1	1	1	1	2				
Kool	17	18	19	18	3	4	4	4	0	0	0	0	14	15	14	13	1	1	2	3
Monarch	3	2	3	5	2	1	1	3	0	0	0	0	1	1	2	3				
Merit	7	7	6	6	0	0	0	0	4	3	3	3	4	4	4	4				
Cambridge	17	15	16	17	11	11	11	10	4	4	4	4	3	3	3	4				
Benson & Hedges	23	22	21	21	2	1	1	1	5	5	4	5	18	18	18	17				
Virginia Slims	5	6	5	6	0	0	0	0	4	4	4	4	0	0	0	1	1	2	1	1
Vantage	7	7	8	8	0	0	0	0	0	0	0	0	7	7	7	7				
Montclair	18	19	19	20	4	4	4	4	4	5	6	6	13	13	12	14				
Viceroy	3	4	3	3	0	0	0	0	1	1	1	1	2	3	3	3				
Carlton	10	10	10	11	1	1	1	1	4	3	3	3	6	6	6	7				
Misty	16	18	16	17	0	0	0	0	0	0	0	0	15	17	16	17				
Kent	2	1	1	2	0	0	0	0	0	0	0	0	2	1	1	2				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Raleigh Extra	5	5	5	6	0	0	0	0	0	0	0	0	5	5	5	6				
Capri	17	15	16	17	11	9	8	9	0	0	0	0	7	7	9	9				
True	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
More	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0				

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Note: Money off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21	4/30	5/7	5/14	5/21
PRIVATE LABEL																				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	3	3	3	2	0	0	0	0	0	0	0	0	3	3	3	2				
American PL	3	3	2	2	1	1	0	0	2	2	1	1	0	0	0	0				
Liggett PL	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
Total PL	6	6	6	4	1	1	1	0	2	2	1	1	4	4	4	3				
Basic	22	24	21	18	18	20	16	13	8	8	8	8	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	3	2	3	5	2	1	1	3	0	0	0	0	1	1	2	3				
GPC	16	16	15	16	0	0	0	0	0	0	0	0	16	16	15	16				
Raleigh Extra	5	5	5	6	0	0	0	0	0	0	0	0	5	5	5	6				
Doral	27	24	23	22	3	2	3	2	0	0	0	0	25	23	22	21				
Cambridge	17	15	16	17	11	11	11	10	4	4	4	4	3	3	3	4				
Viceroy	3	4	3	3	0	0	0	0	1	1	1	1	2	3	3	3				
Misty	16	18	16	17	0	0	0	0	0	0	0	0	15	17	16	17				
Montclair	18	19	19	20	4	4	4	4	4	5	6	6	13	13	12	14				
Alpine	3	2	3	2	1	0	0	0	0	0	0	0	2	2	3	2				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	4	4	5	4	0	0	0	0	0	0	0	0	4	4	5	4				
Bristol	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0				
Magna	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Pyramid	2	2	2	1	0	0	0	0	0	0	0	0	2	2	2	1				
Riviera	4	3	4	4	0	0	0	0	1	1	1	1	3	2	3	3				
Bucks	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F/Lts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	62	62	61	57	29	29	26	23	17	16	16	16	49	48	46	47				
Total Discount	62	62	62	57	29	29	26	23	18	17	18	17	50	48	47	48				

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Note: Money off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN PRICING AUDIT
NET PACK PRICES - 5/21/94

	FEB 26 1994	MAR 5 1994	MAR 12 1994	MAR 19 1994	MAR 26 1994	APR 2 1994	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	DIFF VS WAGO
PREMIUM	\$1.91	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	\$1.91	\$1.90	\$1.93	\$1.92	\$1.92	\$0.00
MARLBORO	\$1.92	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.93	\$1.93	\$1.93	\$0.00
WINSTON	\$1.89	\$1.89	\$1.89	\$1.90	\$1.89	\$1.90	\$1.90	\$1.89	\$1.90	\$1.89	\$1.92	\$1.92	\$1.91	-\$0.01
DIFFERENCE	\$0.03	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01
CAMBRIDGE	\$1.55	\$1.54	\$1.54	\$1.54	\$1.54	\$1.54	\$1.53	\$1.54	\$1.53	\$1.53	\$1.56	\$1.55	\$1.55	\$0.00
DORAL	\$1.47	\$1.47	\$1.47	\$1.48	\$1.47	\$1.46	\$1.46	\$1.47	\$1.48	\$1.47	\$1.50	\$1.49	\$1.49	\$0.00
BASIC	\$1.53	\$1.53	\$1.53	\$1.53	\$1.54	\$1.53	\$1.53	\$1.53	\$1.53	\$1.54	\$1.56	\$1.56	\$1.55	-\$0.01
RJR PRIVATE LABEL	\$1.36	\$1.35	\$1.34	\$1.34	\$1.35	\$1.33	\$1.33	\$1.34	\$1.34	\$1.35	\$1.36	\$1.36	\$1.36	\$0.00
BEST VALUE	\$1.41	\$1.41	\$1.40	\$1.41	\$1.41	\$1.44	\$1.42	\$1.43	\$1.41	\$1.41	\$1.43	\$1.42	\$1.41	-\$0.01
MONARCH	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.48	\$1.48	\$1.48	\$1.47	\$1.51	\$1.50	\$1.50	\$0.00
GPC	\$1.40	\$1.41	\$1.40	\$1.40	\$1.41	\$1.40	\$1.42	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$0.00
ALL AMERICAN VALUE	\$1.57	\$1.52	\$1.52	\$1.51	\$1.53	\$1.52	\$1.50	\$1.48	\$1.45	\$1.48	\$1.52	\$1.48	\$1.44	-\$0.04
LOWEST PRIVATE LABEL	\$1.36	\$1.36	\$1.36	\$1.35	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.36	\$1.36	\$1.36	\$1.36	\$0.00
LOWEST BRND DISC	\$1.39	\$1.40	\$1.39	\$1.38	\$1.38	\$1.37	\$1.38	\$1.38	\$1.39	\$1.39	\$1.41	\$1.40	\$1.40	\$0.00
LOWEST DISCOUNT	\$1.34	\$1.34	\$1.33	\$1.33	\$1.32	\$1.33	\$1.33	\$1.33	\$1.34	\$1.33	\$1.35	\$1.35	\$1.34	-\$0.01
MARLBORO														
% GAP	43.1%	42.4%	43.3%	43.6%	44.3%	44.0%	44.2%	43.9%	43.2%	43.5%	43.3%	43.0%	44.0%	1.1%
\$ GAP	\$0.58	\$0.57	\$0.58	\$0.58	\$0.59	\$0.58	\$0.59	\$0.58	\$0.58	\$0.58	\$0.58	\$0.58	\$0.59	\$0.01

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CS pricing

NIELSEN PRICING AUDIT
NET CARTON PRICES - 5/21/94

	FEB 26 1994	MAR 5 1994	MAR 12 1994	MAR 19 1994	MAR 26 1994	APR 2 1994	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	DIFF VS WAGO
PREMIUM	\$16.30	\$16.30	\$16.28	\$16.35	\$16.31	\$16.27	\$16.27	\$16.31	\$16.26	\$16.27	\$16.37	\$16.39	\$16.41	\$0.02
MARLBORO	\$16.36	\$16.38	\$16.32	\$16.43	\$16.40	\$16.35	\$16.33	\$16.33	\$16.29	\$16.31	\$16.42	\$16.44	\$16.47	\$0.03
WINSTON	\$16.30	\$16.33	\$16.33	\$16.35	\$16.32	\$16.28	\$16.25	\$16.28	\$16.24	\$16.25	\$16.36	\$16.34	\$16.38	\$0.04
DIFFERENCE	\$0.06	\$0.05	-\$0.01	\$0.08	\$0.07	\$0.08	\$0.08	\$0.06	\$0.05	\$0.06	\$0.06	\$0.10	\$0.09	-\$0.01
CAMBRIDGE	\$13.69	\$13.66	\$13.64	\$13.76	\$13.73	\$13.65	\$13.66	\$13.69	\$13.71	\$13.70	\$13.82	\$13.83	\$13.93	\$0.10
DORAL	\$12.88	\$12.86	\$12.81	\$12.91	\$12.89	\$12.87	\$12.87	\$12.88	\$12.83	\$12.83	\$12.96	\$13.01	\$13.04	\$0.03
BASIC	\$13.27	\$13.30	\$13.23	\$13.29	\$13.39	\$13.32	\$13.32	\$13.34	\$13.29	\$13.33	\$13.51	\$13.51	\$13.48	-\$0.03
RJR PRIVATE LABEL	\$12.10	\$12.02	\$12.10	\$12.00	\$12.08	\$12.14	\$12.10	\$12.13	\$12.17	\$12.22	\$12.13	\$12.24	\$12.26	\$0.02
BEST VALUE	\$12.95	\$12.80	\$12.84	\$12.81	\$12.70	\$12.84	\$12.65	\$12.86	\$12.65	\$12.83	\$12.65	\$12.73	\$12.62	-\$0.11
MONARCH	\$12.95	\$12.93	\$12.95	\$13.05	\$13.16	\$12.94	\$12.89	\$12.91	\$12.84	\$12.95	\$12.99	\$13.22	\$13.13	-\$0.09
GFC	\$12.22	\$12.13	\$12.08	\$12.07	\$12.16	\$12.11	\$12.14	\$12.17	\$12.03	\$12.02	\$12.11	\$12.24	\$12.20	-\$0.04
ALL AMERICAN VALUE	\$13.10	\$13.31	\$13.44	\$13.62	\$13.86	\$13.37	\$13.64	\$13.44	\$13.76	\$13.44	\$13.37	\$13.24	\$13.26	\$0.02
LOWEST PRIVATE LABEL	\$11.65	\$11.58	\$11.67	\$11.68	\$11.67	\$11.62	\$11.65	\$11.64	\$11.69	\$11.63	\$11.57	\$11.77	\$11.80	\$0.03
LOWEST BRND DISC	\$12.26	\$12.28	\$12.14	\$12.14	\$12.18	\$12.15	\$12.06	\$12.09	\$12.02	\$12.04	\$12.17	\$12.22	\$12.19	-\$0.03
LOWEST DISCOUNT	\$11.73	\$11.73	\$11.64	\$11.63	\$11.70	\$11.66	\$11.59	\$11.66	\$11.55	\$11.58	\$11.70	\$11.75	\$11.76	\$0.01
MARLBORO														
% GAP	39.4%	39.6%	40.2%	41.3%	40.2%	40.2%	40.9%	40.1%	41.1%	40.9%	40.4%	39.9%	40.1%	0.1%
\$ GAP	\$4.63	\$4.64	\$4.68	\$4.80	\$4.70	\$4.69	\$4.74	\$4.67	\$4.74	\$4.73	\$4.72	\$4.69	\$4.71	\$0.02

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Supr pricing